

Georgia Southern University

Digital Commons@Georgia Southern

Association of Marketing Theory and Practice
Proceedings 2014

Association of Marketing Theory and Practice
Proceedings

2014

The Impact of Social Media On The Advertising Competitiveness Of Small Businesses

Cale Robert Hall

Follow this and additional works at: https://digitalcommons.georgiasouthern.edu/amp-proceedings_2014



Part of the [Marketing Commons](#)

This conference proceeding is brought to you for free and open access by the Association of Marketing Theory and Practice Proceedings at Digital Commons@Georgia Southern. It has been accepted for inclusion in Association of Marketing Theory and Practice Proceedings 2014 by an authorized administrator of Digital Commons@Georgia Southern. For more information, please contact digitalcommons@georgiasouthern.edu.

The Impact of Social Media On The Advertising Competitiveness Of Small Businesses

Cale Robert Hall

South University, Savannah GA

Every business, from the largest enterprise to the smallest start-up, faces the continual challenge of staying in touch with their customers and continually earning their trust and business. Social media is the catalyst that is continually changing customer relationships and making them more interactive, open and collaborative. Today's customers have more choices than ever before in terms of how they choose to learn about new products, services, and gain insights into areas of interest. For marketers to be successful, they need to realize that their customers' preferences are changing quickly, and that agility over formal, often static processes from a marketing and selling standpoint, are essential to survive in an increasingly competitive global economic environment. The intent of this paper is to show how the foundational elements of social media including its core building blocks of presence, sharing, conversations, identity, groups, relationships and reputation together combine to redefine the brand of any business, large or small. It is on how these elements are synchronized around a common marketing and sales objective that matter most. This paper also provides insights into how quickly the value chain of businesses is shifting to be more customer-centric as a result of social media's pervasive influence. No longer can the traditional methods of marketing be relied on, often with weeks or months of lag time between the completion of a program and its results being reported. Social media, due to its digital nature, reports back Return on Investment (ROI) immediately through the use of analytics. Small businesses have the speed and time to value advantage, due to analytics and agility winning over sheer size of a given business.

The most valuable currency any business trades with is trust. Creating, sustaining and growing trust is predicated on creating a very high level of authenticity and transparency with prospects and customers alike. The greatest potential of social media in advertising and marketing is in creating a foundation of trust by engaging in open communication with prospects and customers. The reliance on advertising as a one-way communications mechanism is quickly coming to a close; prospects and customers alike today expect and require a more interactive, responsive experience when evaluating companies and products of interest. And this transcends across Business-to-Business (B2B) and Business-to-Consumer (B2C) marketplaces as well. The role of marketing must be that of relationship builder with the customer, not just the department that mechanically generates more and more advertising without first hearing what customers want as well. Social media is the catalyst that can fuel these types of highly communicative, collaborative and open relationships over time. Each of these social media channels that can be used for advertising can also be used for customer listening and for building a higher level of trust with prospects and customers alike. In this sense, social media in

advertising is bringing an entirely new clarity and precision to marketing, concentrating it on the relationship with the customer first. The quantification of marketing performance possible with social media, as all of it is digitally based, also ensures a very high degree of accountability of performance as well. Agility, accuracy, focus and speed are more possible for a small business to achieve than a large corporation. The investigation found that for small businesses, the utilization of social media marketing and advertising can be a powerful equalizer especially if small businesses react swiftly and with great focus.

ABOUT THE AUTHOR

Cale Robert Hall received his Doctor of Business Administration from Argosy University Sarasota, Florida.

Adjunct Faculty: SOUTH UNIVERSITY

Consumer Behavior and Marketing Research, Principles of Marketing, Advertising and Promotion, Marketing Management, Intro to Business, Principles of Management

President / Management / Owner: THE CREATIVE APPROACH, Savannah, GA
2005-Present
www.mycreativeapproach.com

Vice President / Owner / Managing Director / Research & Marketing Analyst:
FPE INC., Savannah, GA 1989-Present
www.clubone-online.com

National Honors Society Member
Member of Savannah Chamber of Commerce, Downtown Business Association, Tourism Leadership Council, American Marketing Association, Association of Marketing Theory and Practice
Board of Directors for the Annual Walk for Life, 1995-2000
President of Savannah Licensed Alcohol Association, 2002-2003
Contestant for the American Diabetes Kiss A Pig, 2002-2004
Winner of American Diabetes Kiss A Pig, 2007
Liaison to Beijing China for a 2 week business mission with the top 80 business students in America, 2004
Graduate of Leadership Savannah
Star of the South (South Magazine), 2008
Faculty Advisor for Delta Mu Delta